

ESTTA Tracking number: **ESTTA685937**

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Application Serial No.	79148158
Applicant	Dai-ichi Seimei Hoken Kabushiki Kaisha;(The Dai-ichi Life Insurance Company,; Limited)

Notice of Appeal

Notice is hereby given that Dai-ichi Seimei Hoken Kabushiki Kaisha;(The Dai-ichi Life Insurance Company,; Limited) appeals to the Trademark Trial and Appeal Board the refusal to register the mark depicted in Application Serial No. 79148158.

Applicant has filed a request for reconsideration of the refusal to register, and requests suspension of the appeal pending consideration of the request by the Examining Attorney.

The refusal to register has been appealed as to the following class of goods/services:

- Class 036. First Use: 0 First Use In Commerce: 0
All goods and services in the class are appealed, namely: Acceptance of deposits including substitute bond issuance and acceptance of fixed interval installment deposits, namely, banking services featuring the acceptance of money to savings accounts; loans financing and discount of bills; Domestic exchange settlement, namely, cash transfer services; Liability guarantee and acceptance of bills, namely, check payment guarantee services; Securities lending; Acquisition and transfer of monetary claims; Safekeeping of valuables including securities and precious metals safe deposit services, namely, safe deposit box services; Money exchange services; Trustee services, namely, trusteeship of financial futures contracts; Trustee services, namely, trusteeship of money, securities, monetary claims, personal property, land, rights on land fixtures, surfacerights or lease on land; Agencies for bond subscriptions, namely, Agencies in the field of bonds and other securities; foreign exchange transactions; Letter-of-credit related services, namely, issuing letters of credit; Brokerage of creditpurchase, namely, Brokerage of shares and other securities; issue of tokens of value; trading of securities index futures; trading of securities options; trading of overseas market securities futures; agencies for brokerage of securities, securities index futures, securities options, and overseas market securities futures; agencies for brokerage of entrusting agents with on-commission trading in domestic markets of securities, securities index futures and securities options; agencies for brokerage of entrusting agents with on-commission trading in overseas markets of securities, and securities index futures; Trading in securities, namely, buying and selling of securities; agencies for brokerage of forward agreement of securities, for forward agreement of securities index futures, for forward agreement of securities options, spot and forward transaction of securities index futures; brokerage for securities liquidation; securities underwriting; Securities offering, namely, investment consultancy in the field of securities offerings; Brokerage agency for brokerage of transactions of securities subscriptions or offerings; providing stock market information; agencies for commodity futures trading; life insurance brokerage; life insurance underwriting; Agencies for non-life insurance in the fields of health insurance, accident insurance, marine insurance, homeowner's insurance, renter's insurance, fire insurance; Claim adjustment for non-life insurance in the fields of health insurance, accident insurance, marine insurance, homeowner's insurance, renter's insurance, fire insurance; Non-life insurance underwriting in the fields of health insurance, accident insurance, marine insurance, fire insurance; insurance premium rate computing; charitable fund raising; Agencies for collecting gas and electric power utility payments; Consigned collection of payment for goods, namely, debt collection services; management of buildings; agency services for the leasing or rental of buildings; leasing or renting of buildings; Purchase and sale of buildings, namely, offering information in the field of real estate concerning the purchase and sale of commercial property and offices; Agency services for the purchase and sale of commercial property and offices; real estate appraisal; Land management, namely, real estate management services; agency services for the leasing or rental of land; leasing of land; Purchase and sale of land, namely, offering information in the field of real estate concerning the purchase and sale of land for commercial property and offices; Agency services for the purchase and sale of land for commercial property and offices; providing information on buildings or land real estate affairs; antique appraisal; art appraisal; precious stone appraisal; used automobiles appraisal; rental of paper money and coin counting or processing machines; rental of cash

dispensers; rental of automated-teller machines; Company credit investigation, namely, Evaluation of the credit worthiness of companies

Respectfully submitted,
/Mitchell E. Radin/
07/27/2015

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